

Convert Best Practices to Results

Our Tutor.com implementation story

Rochester Public Library (MN)

Presented by Kimberly Edson



The Rochester Public Library



- **City of Rochester and Olmsted County – Service Population 130,000**
- **Circulate 1.5 million items from a main library and a bookmobile**
- **3 school districts in service area**



Mission & Vision Strategic Plan

The Perfect Storm & Persistence of Vision



- **Needs Assessment**
- **Collaboration**

\$ Budgeting \$

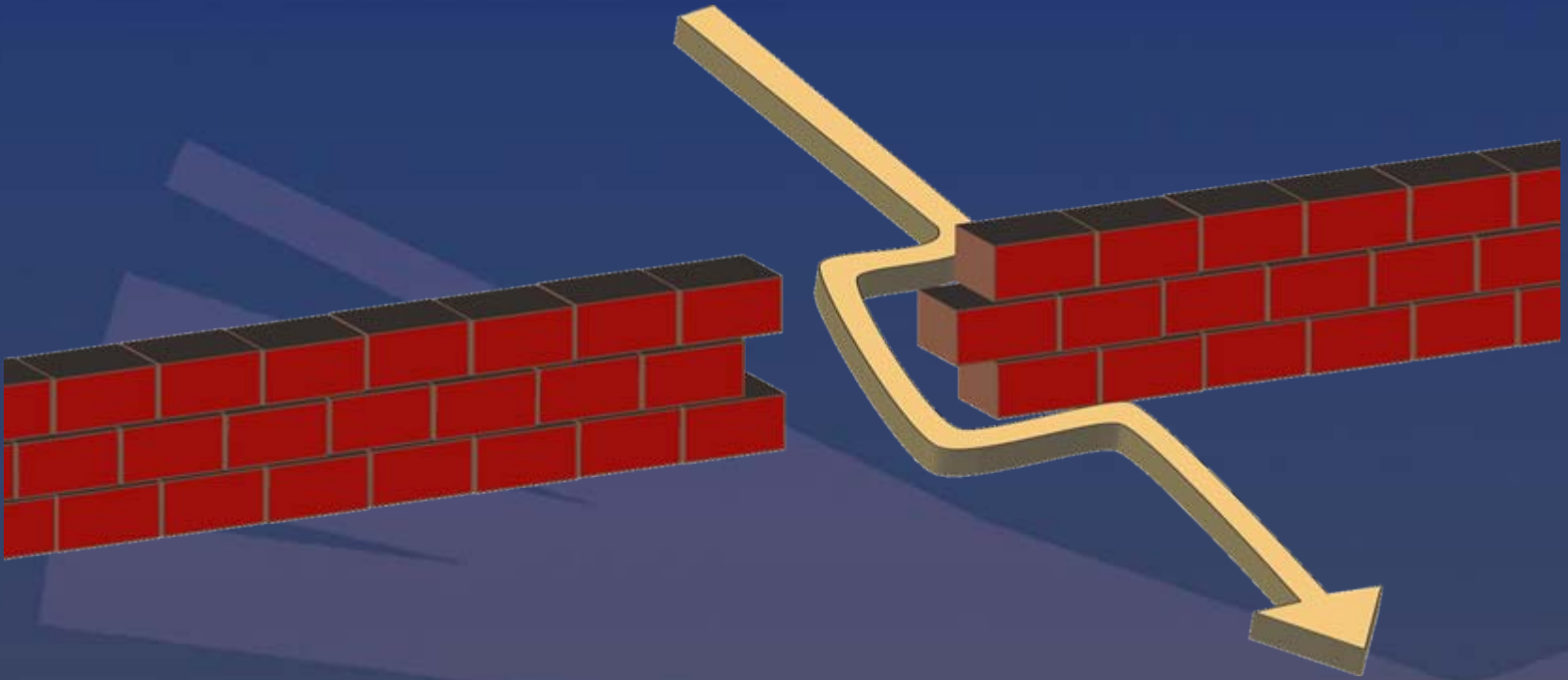


\$ Program

\$ Marketing

\$ Library Cards

Identify and address barriers

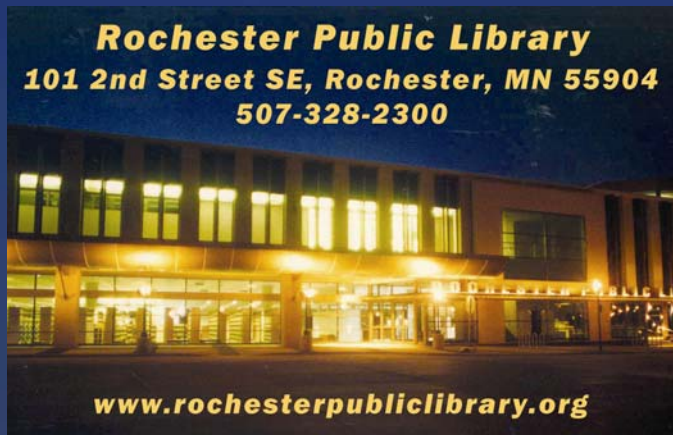


Barrier: Transportation

- Solution
 - Service Delivered via Internet



Barrier: Service Requires Library Card

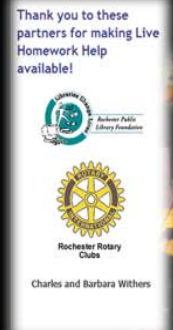
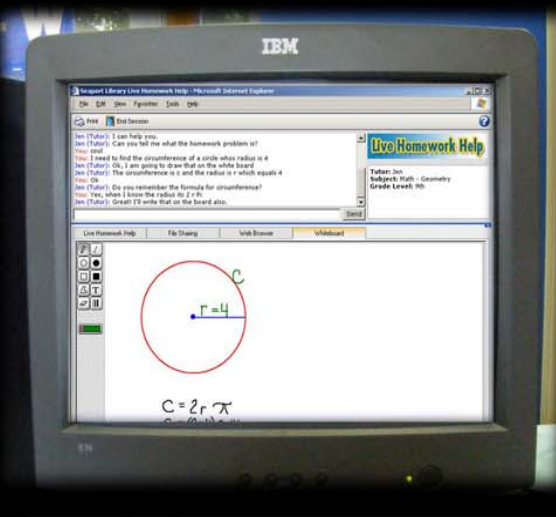


- Solution:
 - Library Card for ALL students
 - Develop institutional card for on-line resource access only
- Community Solution: Schools
 - collaborate with library to ensure student access

Barrier: Access to Computer Equipment



- Solution:
 - Enable EVERY Library Computer to access Tutor.com
- Community Solution:
 - After school student support programs
 - Computer give away to low income students



10,000 business cards + 300 mouse pads + 22,000 magnets + 3,000 candy bars
 + 22,000 folders + 6,000 posters + 41 school open house visits +
 1 tutor.com = success!

Preliminary success!

Sept. 716

Oct. 825

Nov. 525

Dec. 386

Jan. 326

Feb. 241

Questions	% of Yes responses
Are you glad your organization offers this service?	94.48%
Would you recommend this service to a friend?	92.45%
Is Live Homework Help helping you complete your homework assignments?	84.28%
Is Live Homework Help helping you improve your grades?	81.40%
Is Live Homework Help helping you be more confident about your school work?	85.77%

For more information,
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